

Animal Services Logo Design Contest

Loudoun County Animal Care & Control is now **Loudoun County Animal Services** – and we need a new logo to go with our new name!

Eligibility:

- Contest is open to all participants, regardless of age or residency.

Contest Period:

- The contest begins April 25, 2011. Deadline for entries is 5:00pm on Tuesday, May 31. In the event that submissions are insufficient in either quantity or quality, Loudoun County Animal Services (LCAS) reserves the right to extend the deadline until a time that the organization is prepared to make a selection.

Logo Requirements:

- The design must include the words “Loudoun County Animal Services”
- The design may be text based or graphic based, or any combination of these. It must be easily recognizable and text should be easy to read. Judges will be looking for a design that best reflects the mission and vision of the Department, and is eye catching and “stands out from the crowd”.
- The design must be the artist’s original creation and shall not contain any copyrighted material or images that have been previously published or are pending publication, including photographs, clip art, or electronic graphic images.
- The design is limited to 4 colors maximum and must be able to be reproduced in full color or black and white.
- The design must be of a quality and size so that it can be adjusted from very large to very small, for uses from large signs/vehicles to small items such as clothing and promotional pieces.

Submission of Entries:

- Participants may enter up to (5) designs to be considered.
- Entries may be submitted via email to laura.rizer@loudoun.gov. Entry must include designer’s name, mailing address, daytime phone number, and email address.
- Each design should be prepared in a high resolution (300dpi) format. As high resolution files are often too big for email, you are asked to submit a lower resolution copy (.gif or .jpg). In the event of a winning design, we will request submission of your high resolution images.
- All costs of making or submitting an entry are the responsibility of the designer.

Awards:

- The designer of the winning entry will receive a plaque and recognition on signage inside the Loudoun County Animal Shelter. The designer will also be announced in local media releases,

on the Department's website and newsletter. The designer will also be asked to participate in a Department event and official public launch of the new design.

Selection of Winner:

- A panel of judges appointed by the Director of Loudoun County Animal Services will serve without compensation to judge the entries. Entries will be evaluated based on:
 - Creativity
 - Artistic merit
 - Articulation of LCAS' mission and vision

General Conditions

As a condition of entry, each individual represents and warrants to LCAS:

(i) that the submission is wholly original and does not infringe upon or otherwise violate any right of any third-party (including without limitation copyright, trademark, trade names, or any other proprietary rights); (ii) that participants have all rights necessary to enter the submission in accordance with these Rules; and (iii) no party other than the participant has any right, title or interest in and to the submission or any part of the submission.

b. By submission of a logo design, each participant (i) assigns all right, title and interest, including all intellectual property rights (copyright and trademark), in and to the design to LCAS, and (ii) agrees that LCAS may publish and use the participant's name announcing the winning logo and in any future advertising campaigns and/or marketing materials.

c. By submission of a logo design, each participant agrees to indemnify and hold harmless LCAS and its employees, officers, directors, agents and representatives from any claim, liability, injury, damage or other loss arising out of, or related to, such individual's participation in the contest, including without limitation, any materials submitted and any failure on the part of the participant to comply with these Rules.

d. LCAS reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend the contest should causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the contest. LCAS reserves the right to disqualify any contestant it finds to be tampering with the entry process or the operation of the contest.